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October 27, 1997

To: All Region Operations Managers
All Retail Managers
All Division Sales Managers
All Regional Sales Managers

Subject: Doral EDLP in Wal*Mart and Supercenter stores

Please copy to all Sales & Retail Representatives asap....
Do not take a hard copy into the stores please. This is a followup to my voicemail to Region Operations Managers last Friday.

Ladies & Gentlemen:

We have elected to cancel the Doral EDLP program in Wal*Mart & Supercenter stores. This was done for several reasons:

1. Fair trade state restrictions/issues on off-invoice from McLane.

2. Inability of Wal*Mart to correctly implement due to "Comp" pricing issues across the country.

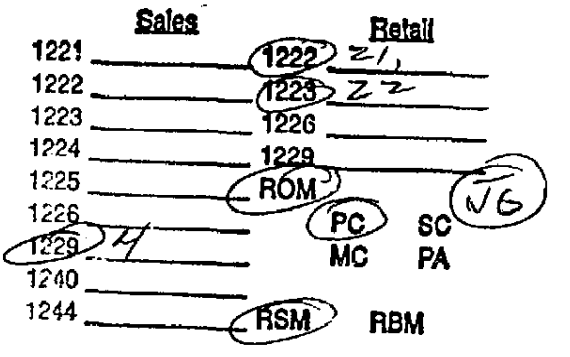
3. Tracking mechanisms.

The Doral EDLP issue no longer is a reason for non-compliancing a store. If you have any questions please let me know.

Sincerely,

Marty Washburn

cc: Fiori
AVP's



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